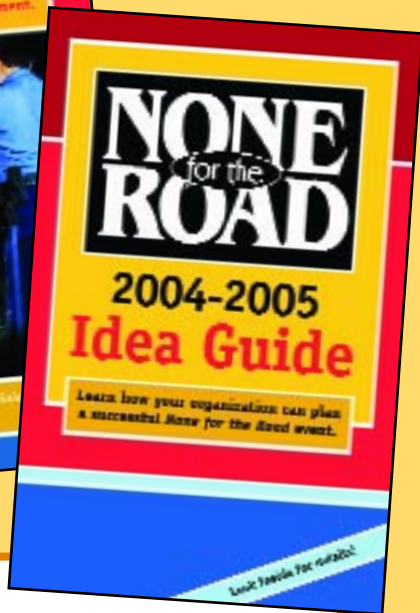
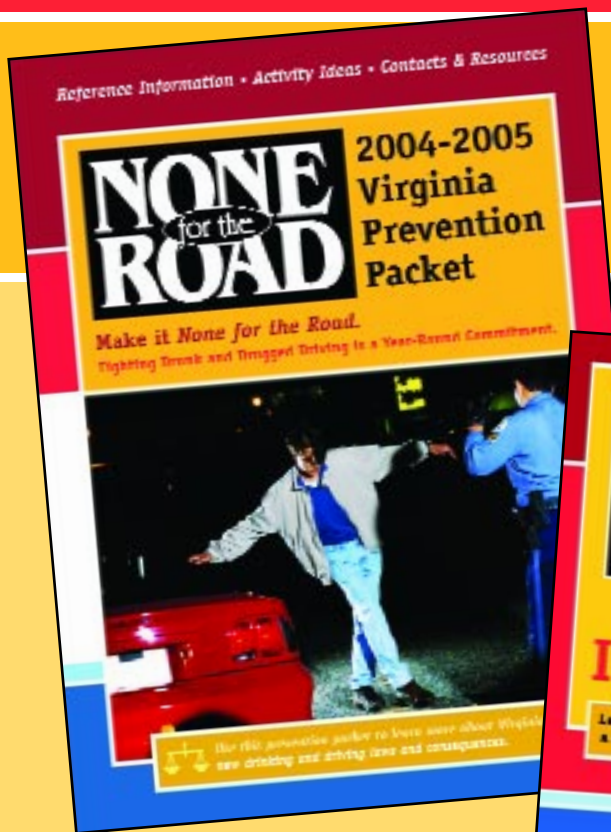


NONE for the ROAD

2004-2005 Idea Guide

Learn how your organization can plan
a successful *None for the Road* event.

Look inside for details!



Special Notice

In previous years, the “None for the Road” campaign offered giveaway items such as pens, pencils, post-it notes, banners, etc. at no charge to help support local events. Beginning last year, and again this year, federal funding constraints prevent us from offering these items. We hope you will find the information in the Prevention Packet and Idea Guide helpful and useful in your local “None for the Road” programs.

- Virginia Department of Alcoholic Beverage Control
- Virginia Department of Motor Vehicles



2004-2005 Idea Guide

Everyone can play a part in spreading the “None for the Road” message. Regardless if you are the coordinator for a community services board, the chief of police, the commander of a Naval Base or the leader of a local coalition, you can use ideas from this guide to design a successful “None for the Road” program.

Throughout the Idea Guide, you will see quotes from your colleagues who coordinated “None for the Road” programs last year. We want to hear about your campaign. Complete and send in the Feedback Sheet from the “None for the Road” Prevention Packet. Try to take digital or standard film photographs of your campaign. You will see examples in the Prevention Packet and Idea Guide. If you have questions, call ABC Education at (804) 213-4688 or e-mail us at education@abc.state.va.us.

Thank you for taking the time to make Virginia’s roads and highways safer during the holidays and all year-round.

— Virginia’s “None for the Road” Committee



Table of Contents

Choose from ideas targeted
at the following organizations:

Community	4
College	6
Education	8
Employer	10
Law Enforcement	11
Medical and Health Care	13
Military Personnel	15

Community Ideas

Community organizations play an important role in reducing drunk and drugged driving. Use these ideas and the “None for the Road” Prevention Packet to reach out to your community and spread the “None for the Road” message.

Here are some suggestions to get started. Be creative and come up with your own ideas!

1. Arrange for volunteers to participate in existing events or programs such as MADD’s “Tie One On For Safety.” Log on to www.maddva.org or call 1-800-533-MADD for information about your local chapter.
2. Hold a “None for the Road” kickoff at your local library. Make sure they have plenty of the “None for the Road” bookmarks to give to patrons and the “Alcohol Effects and You” poster to display.
3. Use statistics or camera-ready art from the “None for the Road” Prevention Packet in your local church bulletin.
4. Partner with local colleges and plan a “None for the Road” kickoff on or near the campus. Consider holding your events when students arrive on campus or when they are planning to leave for breaks to reinforce the “None for the Road” message.
5. If you have a military base in your area, ask to speak to the safety center or commanding officer about working together to sponsor and coordinate a “None for the Road” program.

Media Outreach

6. Invite community members, such as physicians, MADD and SADD representatives, law enforcement officers and ministers to get together to speak on the dangers of drunk driving. Invite the local news media to attend to help generate publicity.
7. Develop public service announcements (PSAs) with the help of your local radio and television stations or use the ones from the “None for the Road” Prevention Packet.
8. Ask your local paper to sponsor a special section in the paper for “None for the Road.” Suggest that they sell advertising around the “None for the Road” camera-ready artwork. The artwork is in the “None for the Road” Prevention Packet.

Business Outreach

9. Visit restaurants, grocery stores, Virginia ABC stores and other businesses where alcohol is sold. Encourage them to participate in the “None for the Road” campaign.
10. Ask your businesses to print the “None for the Road” logo on their bags, receipts or advertising signage.

11. Ask your local grocery store to set up a “None for the Road” display near the alcohol section of the store or checkout aisles.
12. Ask your local bank(s) to distribute “None for the Road” bookmarks at the window during popular holiday months.
13. Work with your business community to encourage designated drivers for holiday company parties.
14. E-mail weekly “brain teasers” to the employees in your business. Use statistics and some of the new drinking and drugged driving laws. Visit the Virginia DMV Web site at www.dmvnow.org for county and city statistics.
15. Hold a kickoff event in your business office lobby.
16. Add the “None for the Road” Web site as a link to your community/business Web page. It is located at www.abc.state.va.us.
17. Use “None for the Road” materials at special employee in-service training to promote alternatives to drinking and driving during the holidays.

Law Enforcement Outreach

18. Coordinate with the Virginia State Police and local law enforcement during December for National Drunk and Drugged Driving Prevention Month.
19. Arrange for your local law enforcement department or community group to hold a press conference to announce your “None for the Road” kickoff. Stress the new drinking and driving laws and activities that are planned to discourage drinking and drugged driving. Use statistics and information from the “None for the Road” Prevention Packet.
20. Find out if your law enforcement department is participating in Checkpoint Strikeforce. Consider working with local law enforcement to increase sobriety checkpoints around peak holiday times.

“For the past three years, we launched the campaign at our December staff meeting, which is two weeks before Christmas. During the presentation, staff enjoys a non-alcoholic beverage and a snack while I presented the information in the packet. Afterwards, everyone shares a personal experience where a drunk driver has killed or injured a loved one.”

**— Amia Barrows, former Family Services Specialist,
York County Children’s Services, Williamsburg**

College Ideas

Campus organizations and student groups can develop their own programs by volunteering services and using available resources to spread the word about “None for the Road.” When talking to or designing programs for underage students, emphasize Virginia’s new drinking and driving laws. Remember, Virginia’s Zero Tolerance Law makes driving under the influence of any amount of alcohol a serious criminal offense for drivers under age 21.

Try some of these ideas to get involved:

1. Consider planning “None for the Road” or Vehicle Safety Days when students leave for fall, Christmas, spring and summer breaks. Have your campus police department officers handout “goody bags” to students. Include the “None for the Road” bookmarks and stickers.
2. Have campus police officers conduct alcohol/DUI information sessions in the residence halls for the students before they get ready to leave for break. They can also cover the consequences of using fake identification to purchase alcohol.
3. Student organizations can volunteer drivers to help impaired individuals return home safely. (These types of volunteer organizations should consider asking approval from university officials and local law enforcement to rule out any legal and/or liability issues).
4. Ask the student newspaper to feature a special section on “None for the Road.” Use local, regional and national statistics to show the risk to 16-20 year olds, and to others, when drinking and driving. Recommend the “Alcohol Effects and You” camera-ready poster and other sections from the “None for the Road” Prevention Packet.

“We used the sample ‘None for the Road’ PSAs as a model and took them to one of our local radio stations. After we customized them, the radio stations recorded and ran them from the week before Christmas to the week after New Year’s.”

“I used several types of ABC brochures and ‘None for the Road’ bookmarks. We dropped them off at public libraries, restaurants, bars, doctors’ offices and the Department of Social Services. They were very receptive about using the materials. I put some of the information next to the cash register and went back in a couple weeks and the information was all gone.”

**— Stacey Allred, Prevention Specialist,
New River Valley Community Services Board, Blacksburg**

5. Send out a campus wide e-mail informing students about the message and goals of “None for the Road.”
6. Contact local businesses, nightclubs, and restaurants and distribute “None for the Road” literature.
7. Post upcoming “None for the Road” events on the college/university Web site and the student, faculty and staff Intranet.
8. Use the “Alcohol Effects and You” poster as a teaching tool in health education classes. Give out a prize to the student who can describe how alcohol affects all parts of the body. Worksheets for this exercise can be found on the “None for the Road” Web site at www.abc.state.va.us.
9. Distribute the “Alcohol Effects and You” posters in campus dining facilities, residence halls, classroom buildings and athletic facilities. Ask the librarian to put the “None for the Road” bookmarks at the book checkout counter.
10. Contact fraternities, sororities, residence assistants, athletic teams or campus police/security to host a joint event with “None for the Road.”
11. Use your school’s common area to advertise “None for the Road.” Consider placing a “None for the Road” billboard at your college’s basketball arena or football or baseball stadiums.
12. Use computer screen-savers in libraries/computer labs to share statistics found in the “None for the Road” Prevention Packet.



Buses in Harrisonburg promote “None for the Road” while providing shuttle service at James Madison University’s graduation.

photo: James Madison University Police Dept.

Education Ideas

Implementing a “None for the Road” event for educators and high school students can be done fairly easily by involving student organizations, local businesses and other community groups. When talking to or designing programs for underage students, emphasize any documented positive social norms. Also make sure that you promote that Virginia’s Zero Tolerance Law makes driving under the influence of any amount of alcohol a serious criminal offense for drivers under age 21.

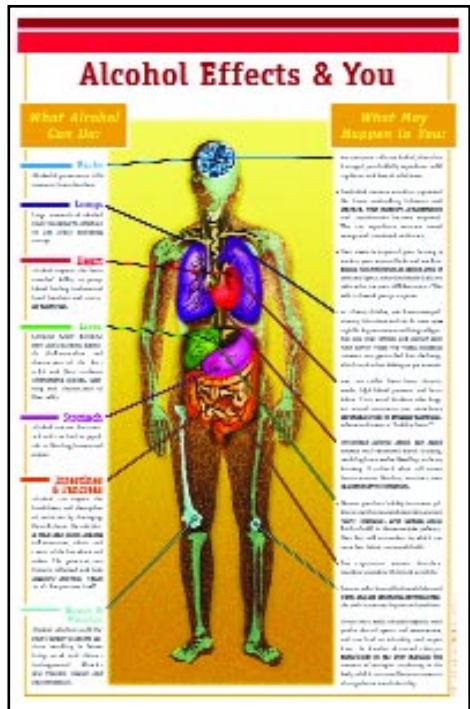
Here are some ideas:

1. Distribute literature on the dangers of drinking and driving and Virginia’s Laws. Give the “None for the Road” bookmarks and/or copies of the “Alcohol and Effects and You” poster to the juniors and seniors during driver education and before prom.
2. Use the “Alcohol Effects and You” poster as a teaching tool in health education classes. Give out a prize to the student who can describe how alcohol affects all parts of the body. Worksheets for this exercise can be found on the “None for the Road” Web site at www.abc.state.va.us.
3. Work with your local PTA to emphasize the dangers of drinking and driving to parents and teachers.
4. Place extra emphasis during special times of the school year, such as homecoming, prom, midterms, holiday breaks, and graduation week.
5. Encourage high school students to write poems about the potential injuries and lives lost from driving under the influence and read them in middle school classes or publish them in the school’s newspaper.
6. Develop a skit or play about the dangers/effects of alcohol and drug use and present at local elementary and middle schools.
7. In conjunction with a local law enforcement agency, have driver education students wearing fatal vision goggles drive golf carts through a coned course on the track. Have them write a report of the challenges of driving with the goggles.
8. Read alcohol-related statistics over the morning announcements for one week. Students who are able to recall the statistics at the end of the week could be eligible for a drawing or prize.

“We took a new route to educate our campus community not to drink and drive. We focused on the faculty and staff. We put bookmarks into every faculty and staff campus mailbox and posted the ‘Alcohol Effects and You’ posters in several locations throughout the campus grounds. Right before Christmas, the campus sponsored a faculty and staff reception in our student center where we set up our display table.”

— Robert Robertson, Director of Public Safety, St. Paul’s College, Lawrenceville

9. Have students sign pledge cards that they will not drink and drive or ride with someone under the influence of alcohol and/or other drugs. Post these in a conspicuous place or hang them from the ceiling in a particular room.
10. Develop a game such as “Who Wants to Be a Millionaire?” around the new drinking and driving laws or the effects of alcohol on the body. Winners could be eligible for a prize, tickets to a sporting event, etc. Use Virginia’s Use and Lose Laws, Consequences of DUIs and the ‘Alcohol Effects and You’ poster as reference guides.
11. Invite health care professionals to talk to clubs and athletic teams about the long term consequences of drinking alcohol. Ask police officers or ABC Special Agents to talk about Virginia’s alcohol-related laws and consequences.
12. Use “None for the Road” camera-ready art in school newspapers and game programs. During sporting events, promote Virginia’s Zero Tolerance law.
13. Educate students on the effects drugs and alcohol have on their body and their ability to drive. Laminate and post the color 11 x 17 inch “Alcohol Effects and You” poster.
14. Place “None for the Road” banners on homecoming holiday parade floats. Consider creating a special “None for the Road” holiday float.
15. Tie ribbons around a tree to symbolize the number of people who lose their life to drunk driving in the community or state.



“Our school sponsored a contest to design bumper stickers that discourage drinking and driving. We hung the ‘Alcohol Effects and You’ poster in the cafeteria and reception area. Elementary school students took bookmarks home for their parents. We hung the bumper stickers designed by the students throughout our school.”

— Lois Klimsey, Health, Physical Education and Drivers Education Teacher, Roanoke Catholic School, Roanoke

Employer Ideas

The cost of traffic-related crashes to employers is an estimated \$55 billion each year in direct costs, lost time, and workers' compensation. Research shows that alcohol is a contributing factor in approximately 39 percent of all work-related traffic crashes.

Here is a list of activities that your business can do to protect your employees and their families:

1. Make sure that your company has a strong drug and alcohol policy. Remind employees in a memo, an e-mail or at a safety meeting of the policy and your company's commitment to enforcing it. Visit the DRIVE SMART Virginia Web site at www.drivesmartva.com or the "None for the Road" section of the ABC Web site at www.abc.state.va.us.
2. Take advantage of the information offered in the "None for the Road" Prevention Packet to remind your employees of the dangers of drinking and driving. Distribute copies of the "Alcohol Effects and You" poster and include a "None for the Road" bookmark with your employees paycheck or in their mailbox.
3. Print non-alcoholic recipes in your internal newsletter to remind employees that alcohol isn't necessary to have a festive party. Use some of these recipes at your company holiday parties and gatherings throughout the year.
4. Encourage employees to share their own alcohol-free beverage recipes. You may even want to consider a free tasting of some of the recipes in the company cafeteria.
5. Hold a kickoff event in your business office lobby.
6. Use the camera-ready artwork located in the "None for the Road" Prevention Packet as an ad in your organization's publication or as a payroll insert or in your company's monthly employee newsletter.
7. Use e-mail, voice mail and computer screen savers to share information found in the "None for the Road" Prevention Packet such as "Virginia Crash Statistics," "Virginia's Use and Lose Laws," and "Alcohol Effects and You" poster. It can also be found on the ABC Web site at www.abc.state.va.us.
8. Print "None for the Road" art on your receipts and bags if you operate a retail business. Consider putting up a "None for the Road" display near high traffic areas in your business. Use the new "None for the Road" Stickers.
9. Designate someone to monitor employee drinking at company events and assist anyone who has become impaired and needs transportation.
10. Give each employee a fixed number of drink tickets to limit the number of alcoholic beverages at company picnics or holiday parties. Never serve alcohol to anyone under 21, including at private parties and socials.

11. Have employees wearing fatal vision goggles drive golf carts through a coned course as a company outing. Ask a police officer to speak to the employees about Virginia's new drinking and driving laws.
12. Have the company president send a memo to all staff thanking designated drivers by name.
13. Advertise "None for the Road" on your cafeteria menu or chalkboard.
14. Link your company's Web site to the "None for the Road" Web site at www.abc.state.va.us.
15. Consider sponsoring a special "None for the Road" section in your local newspaper. You will be promoting responsible consumption of alcohol during the holidays and throughout the year.
16. Use "None for the Road" information at special employee in-service training on drinking and driving.

"We used the holidays as a time to train our servers on the limits and dangers of consuming alcohol. As a retail licensee, we have a responsibility to make sure we are closely monitoring whom we are serving."

— Eric Kiddle, General Manager, Holiday Inn–West Broad, Richmond

Law Enforcement Ideas

State and local law enforcement is an extremely important part of your community's "None for the Road" campaign. Research shows that public education and highly visible enforcement activities helps people change their behavior. "None for the Road" is an excellent opportunity to promote Virginia's new drinking and driving laws.

Here are some ideas that your department/office can do:

1. Partner with businesses, schools, colleges/universities, military bases and other organizations to assist with ongoing public outreach programs.
2. Promote the benefits of "None for the Road" programs to community organizations such as the Lion's Club, Jaycees, etc.
3. Establish a visible presence in areas that have a high density of establishments serving alcohol.
4. Have uniformed officers speak at community-wide meetings, church groups, local high school or neighborhood gatherings.

Law Enforcement Ideas continued

5. Conduct workshops with community groups about the effects and consequences of impaired driving and Virginia's new laws concerning drinking and driving.
6. Schedule more checkpoints and sobriety tests during the holidays and all year-round. Find out if your department is participating in Checkpoint Strikeforce. If so, partner with local community groups that are also interested in combating drinking and driving. Use the "None for the Road" bookmarks and other related items for the checkpoints in other events year-round.
7. Arrange a news conference with other community organizations announcing your "None for the Road" kickoff and events. Stress upcoming activities such as the sobriety checkpoints. Use local, state and national statistics to enhance your presentation to the media and community groups.
8. Promote "None for the Road" on regional television and radio spots such as "Crimestoppers."
9. Give "None for the Road" bookmarks and "Alcohol Effects and You" posters to School Resource Officers (SROs) for distribution to faculty and staff.
10. Have patrol officers distribute "None for the Road" material during routine traffic stops during the campaign.
11. Distribute "None for the Road" informational materials to all law enforcement personnel during roll call.
12. Ask your locality to print the "None for the Road" slogan on all pay stubs during the campaign.
13. Have the crime prevention officers distribute the "None for the Road" information at each community meeting/training they attend during the campaign.
14. Be sure officers are visible during high school and college peak celebration times such as holiday breaks, homecomings, proms and graduation.
15. Help high school teachers and students design and oversee a course where students drive golf carts while wearing fatal vision goggles.

"We made copies of responsible hosting, responsible parenting, consequences of DUI, crash statistics for people to pick up off our table at our CommonHealth holiday open house. We laminated the various size 'None for the Road' logos and spread them out on all the tables."

— Carrie Bernd, Engineering Technician, Virginia Department of Transportation, Fredericksburg

Medical and Health Care Ideas

Physicians, nurses, hospital administrators, local health departments and fire and rescue personnel are logical supporters of “None for the Road.” They see the consequences of drunk and drugged driving firsthand and understand the medical costs and the years or potential life lost.

Here are some ideas and activities to promote “None for the Road:”

1. Use the color version of the “Alcohol Effects and You” poster in doctors’ offices, health departments and any other high traffic areas. Consider laminating and using it as part of a permanent display.
2. Write a column for the local newspaper about the consequences of drinking and driving. Emphasize the cost of caring for those injured and killed by drunk and drugged drivers to the community.
3. Host a meeting at a local hospital to speak about the dangers of drunk and drugged driving. Invite emergency department professionals (including doctors and nurses) to meet with community members. Contact the media as you are planning the meeting to make sure they can attend.
4. Speak to community groups about the effects of drunk and drugged driving, as well as alternatives such as designating a sober driver or taking a safe ride home. Use the “Alcohol Effects and You” poster located in the “None for the Road” Prevention Packet.
5. Use your emergency department or rehabilitation center as the background for a “None for the Road” kickoff or news conference. This site will serve as a reminder of the real-life consequences of impaired driving. Emphasize the cost to all citizens to care for people injured and killed by drunk drivers.
6. Set up a “None for the Road” display with the “Alcohol Effects and You” poster in the hospital lobby or near the emergency department. Distribute “None for the Road” information including the bookmarks near waiting rooms, admittance desks or cash registers.
7. Include statistics and camera-ready art from the “None for the Road” Prevention Packet in your employee newsletter.
8. Make sure that physicians and pharmacists inform their patients and customers of the effects of drinking while taking certain medications.

“The ‘None for the Road’ campaign gets year-round exposure in Smithfield. We stock a general display at the town hall and participate in parades and special events. We will also use the ‘None for the Road’ materials in our new traffic safety trailer in the future.”

**— Clarence Seamster and
Martin Roach, Smithfield
Police Department**

Medical and Health Care Ideas continued

9. Ask your hospital cafeteria and gift shop to print “None for the Road” camera-ready art on their tray liners, receipts or bags. Consider using the new “None for the Road” stickers.
10. E-mail weekly “brain teasers” to the employees in your hospital and other health care institutions. Use statistics and the new laws on drinking and driving from the “None for the Road” Prevention Packet.
11. Place “None for the Road” signs in hallways and other high traffic areas during peak celebration times and holidays throughout the year.
12. Add the “None for the Road” Web site as a link to your Web page. It is located at www.abc.state.va.us.
13. Use the “None for the Road” information for a special employee in-service to discuss the dangers and consequences of drinking and driving.
14. Partner with community groups that organize designated driver and “None for the Road” programs by providing funds, volunteers or donated services.

“A display with information on responsible hosting, PSA tips and statistics was placed near the physicians’ conference room in the hallway leading to the cafeteria so a large number of people had access to the information. This display used the ‘Alcohol Effects and You’ poster and was placed the week after Thanksgiving to the week after New Years Day.”

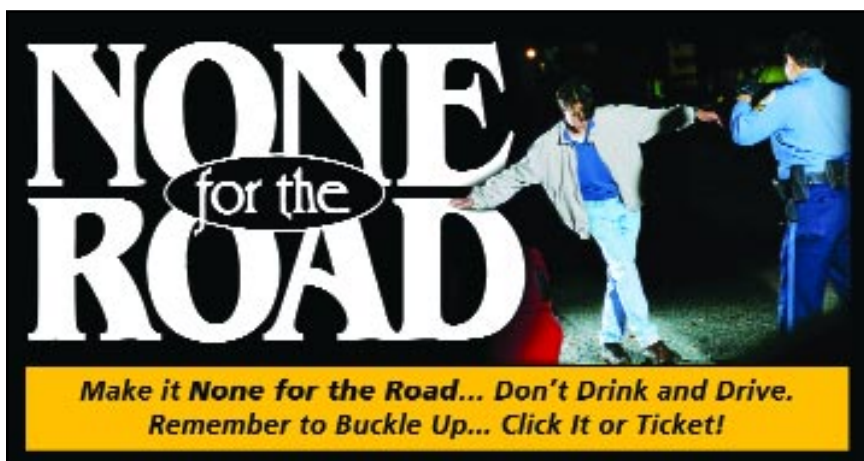
***— Cindy Hearrell RN, BA CEN, Prevention Coordinator,
INOVA Regional Trauma Center, Falls Church***

“All of our eight health offices are displaying the ‘Alcohol Effects and You’ poster and giving out bookmarks in the waiting rooms. I especially like the logo, which is eye-catching, and the ‘Alcohol Effects and You’ poster, which included things that I didn’t even know.”

***— Edie Bobko, Health Educator, Mount Rogers Health District,
Virginia Department of Health, Marion***



***Don't Drink
& Drive.***



Movie theater preview slides remind Virginians to make it “None for the Road”.

Military Personnel

One of the greatest challenges facing the United States Armed Forces is the large number of deaths and injuries caused by preventable automobile crashes. Statistics show that military personnel ranging in age from 18-34 engage in high-risk behaviors such as speeding, drinking and driving and not wearing seat belts. The Department of Defense has challenged all branches of the military to reduce mishaps by 50 percent by the end of the 2005 fiscal year. Here are some ideas and resources that can be used to promote the “None for the Road” campaign.

1. Engage leaders at all levels to send safety messages and drug/alcohol policies via e-mail, Web site, Armed Forces Information Service (wire service), plan of the day/week, command newsletters, and base publications. For example, the Navy sends safety messages using a Shipboard Information Television Service (SITE) system and a Direct To Sailor (DTS) broadcast.
2. Develop talking points for the base commanders or public affairs officers who may have the opportunity to address military personnel. Use this opportunity to promote Virginia’s new drinking and driving laws.
3. Develop a Mishap Reduction Campaign Plan that targets the leading causes of death and injuries, and make it available to all personnel.
4. Reward commands for reducing alcohol related traffic mishaps at certain milestones (six months, one year) and recognize them at base events.
5. Develop a speakers bureau that offers speakers and subject-matter experts to speak at safety stand-downs, training, and base events.

Military Personnel Ideas continued

6. Promote “None for the Road” among military personnel by developing a presentation emphasizing the consequences of drinking and driving and post on Web sites.
7. Place safety messages on base marquee boards, especially during long weekends and holiday events.
8. Establish a “no questions asked” penalty-free program to encourage base personnel to use designated drivers.
9. Solicit the help of your respective safety centers to promote your programs, gather statistics and access resources.
10. Place a car that is not wrecked at the exit gates with a sign that emphasizes the positive results of not drinking and driving.
11. Have your high-risk personnel attend a videoconference of a drinking and driving fatality briefing to learn what could have been done to prevent the tragedy. For example, the Air Force uses a VTC for their briefings.
12. Place a visible “None for the Road: Don’t Drink and Drive” placard or sign at the base checkpoint. Encourage checkpoint personnel to reinforce the sign by asking the driver and passengers if they are buckled up and encouraging them to drive safely.
13. Formalize a mentor program that stresses risk management from “cradle to grave.”

Community Relations

1. Establish a partnership with a local taxi service to provide free rides to all base personnel. This program provides a free ride in the event a member is impaired. The member reimburses the command within 15-30 days, such as the Navy’s “Safety Ride Cards” or the Air Force’s “Diamond Ride Program.”
2. Partner with local law enforcement to promote a “Saved by the Belt & Bag” recognition program.
3. Implement “None for the Road” type programs and safety awareness events during high-risk times of the year. For example the Navy conducts programs during the Critical Days of Summer (May-September).
4. Participate in community-sponsored safety awareness events and display “None for the Road” posters and fact sheets, prevention packets, and other safety campaign materials.
5. Develop a “Good Samaritan” (Navy) or “Guardian Angels” (Army) type program that encourages families, friends, neighborhoods and communities to remind military personnel to practice safety when they return home from duty.

Media Outreach

1. Invite speakers from the local community (law enforcement, medical personnel, clergy, and victims) to participate in a “None for the Road” kickoff. Invite and involve the media to generate publicity and interest for your event.
2. Partner with local radio and television stations, community newspapers, civic league newsletters, and public broadcast systems to incorporate public service announcements about the dangers of drinking while intoxicated into their programming. Check the “None for the Road” Prevention Packet for samples.
3. Write an editorial about the dangers of drinking and driving based on personal experience. Ask your local newspaper to run it during a targeted holiday or special event.
4. Send press releases about your “None for the Road” promotions at your base and invite media members.
5. Use your Web site to post statistics, presentations, success stories, photos, and links to the “None for the Road” campaign.
6. Develop outreach materials such as the “None for the Road” logos to be posted at base commissaries, exchanges and shopping outlets. Check with your base commander or public affairs officer to highlight statistics from your base. Use the new “None for the Road” stickers.
7. Schedule a guest appearance of the base commander or public affairs officer on your local community channels or base television programming to talk about the consequences of impaired driving.

Billboards on roads and highways remind Virginians to make it “None for the Road”.





Decals on the Chesapeake Bay Bridge Tunnel tollbooths remind motorists “Don’t Drink and Drive.”



The fleet of 13 Chesapeake Bay Bridge Tunnel Police Department cruisers serves as “rolling billboards” for “None for the Road.”

photos: Chesapeake Bay Bridge Tunnel Police Department



"None for the Road" Campaign

c/o Virginia Department of Alcoholic Beverage Control

P.O. Box 27491, Richmond, VA 23261

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None for the Road Campaign

c/o Virginia Department of Alcoholic Beverage Control

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